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### Upcoming events

## Mobile ticketing comes to Kiwi cinemas

New Zealand-based movie information and ticketing site Book My Show (NZ) now offers the option for users to have their cinema tickets straight to their mobile handsets using technology from Mobiqa. Book My Show (NZ) allows movie fans to search listings for their local cinemas and book their tickets all in one go.

To add further convenience, Book My Show (NZ) now allows customers to request their cinema ticket be sent straight to their phone after completing their purchase online. Customers requesting a mobile ticket only need to input their mobile phone number and in return will receive a text message containing their film information. This mobile cinema ticket is sent via SMS, ensuring that any handset can be used. When customers arrive at the cinema, they use their mobile ticket to collect their film ticket at either an ATM kiosk or at the box office where they are then free to enter their screen enjoy the film as usual.

Opting for the mobile ticket option also means customers no longer need a printer at home to print their ticket. Mobile ticketing is more convenient and also the more eco-friendly option, reducing unnecessary paper usage.

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